

Analysis of Influencing Factors on Recreation Demand

—In the Case of Bomun Recreation Area in Korea—

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I. Introduction

The study area is a lakeside recreational area located approximately 6.5 km east of historical area, Kyongju which is one of the most famous historical area in Korea and has

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been designated as one of the ten biggest historical spots in the world by UNESCO in 1979.

The original purpose of the development of lakeside recreationl area was to attract the foreign tourists who are used to visit the historical area, Kyongju, by providing high quality accommodation and recreation facilities. The Korean government has invested approximately 70 million dollars for the first stage development of this area and two hotels were built in the area to accommodate the foreign tourists. Recently, it turned out that there is a deficit amounting to 10 million dollars annually after its opening in April in 1979, which means that the recreational area doesn't attract many foreign tourists as well as domestic tourists as expected.

Therefore, the study will focus on investigating the influencing factors on recreation demand for Bomun recreation area and establishing the conceptual framework for further extensive study.

II. International Tourist Trend

1. Worldwide Tourist Trend

International tourist arrivals are currently around 280 million annually. When we look at the past trend of international tourism for 20 years, there is sharp contrast in annual increase rates of tourism before and after oil crisis in 1973. Brfore 1973, the annual increase rate of international tourism was averaged around 10 % while growth rate after 1973 has been decreased to around 4 % annually as shown in <Table 1>. The most

<Table 1> Trend of International Tourists

Year	Tourist Arrivals (million)	Increase from Previous Year (%)	Year	Tourist Arrivals (million)	Increase from Previous Year (%)
1961	72	8	1971	181	8
1962	80	10	1972	198	9
1963	93	16	1973	215	9
1964	106	14	1974	209	-3(oil crisis effect)
1965	115	8	1975	213	2
1966	131	14	1976	219	3
1967	139	6	1977	240	10
1968	141	2	1978	262	7
1969	153	8	1979	270	4
1970	168	9	1980	285	6

Sources: H.Robinson, *A Geography of Tourism*, 1976, p. 66

OECD, *Tourism Policy and International Tourism in OECD Member Countries*, 1973~1981

important feature of international tourist movements is the very high proportion (80 per cent) of travel generated by a dozen countries.

2. Factors Influencing Worldwide Tourist Trend

A number of factors have often been suggested to be responsible for the more recent growth of worldwide tourist: increased leisure, holiday with pay, higher living standards and greater mobility.

(1) Leisure

Tourism is, of course, only a part of the much wider field of leisure. But increased leisure is a significant factor in the development of tourism and increasing leisure is likely to stimulate tourist demand still further. The practice of going away for a week's holiday gradually gained ground, and the standard weekly hours of work now stands at about 40. The reduction in the length of the official working week is almost certain to continue and it is expected to drop to about 30 hours by the end of this century. The reduction in the working hours means that most workers now have a clear two-day weekend and this makes it possible for people, if they so wish, to go away for the weekend, either to a "second home" or resort or comparable place of relaxation. With the reduction in the length of the official working week has gone an extension of the basic holiday period from one to two or three weeks.

(2) Affluence

Tourism has been, and is, influenced by the economic considerations of holidays with pay and increases in real income. Income is therefore the second basic factor in the evolution of demand. In European countries, 100 per cent of all industrial workers are receiving at least one week's holiday with pay, and there has also been a substantial increase in the length of holidays with pay, many employees receiving two, and a considerable proportion three weeks' paid holiday. The influence of real income on tourist demand has been proved by the trend of international tourism after oil crisis in 1973. As shown in (Table 1), the annual increase rate of international tourism has dropped to 4% after 1973 from 10% before 1973 as a result of gloomy worldwide economic situation due to oil crisis.

(3) Mobility

The third important factor in the evolution of tourist demand is increasing mobility. There is actual mobility, such as the motor car has provided, and there is speed of movement, which economises on time and therefore makes it possible for people with only two weeks or even one week of holiday to travel to distant places. The gradual spread

of the network opened up many areas and made many places hitherto not very accessible easy to get to.

The great advances made in air travel make it possible for people to reach a far distant holiday areas in a few hours. Recently, inclusive tour(tour package) has greatly contributed to the increase of international tourists and made possible of long-haul flights due to the attractions of low price.

3. Foreign Tourist Arrivals in Korea

Foreign tourist arrivals in Korea are currently around 1 million annually. Among the total foreign tourist arrivals in Korea, more than half of tourists come from Japan. Even in 1968 there were only 2,213 hotel rooms in Korea, but by 1972 there were more than 6,000. Annual increase rate of foreign tourists in recent years has been impressive by showing more than 33 per cent during past 10 years(refer to <Table 2>). When, in 1966, normal diplomatic relations were re-established between Korea and Japan, Japanese tourists began to arrive in substantial numbers. But in 10 years, Japanese tourists has become the dominant portion among total number of foreign tourists. Before 1970, American tourists had ranked the first but the increase rate of them has been sluggish and currently ranked the second (approximately 10 per cent of total foreign tourists).

4. Characteristics of Japanese Tourists

According to a survey result of Japanese international travelers in 1976, Korea has ranked the second major area visited by Japanese with the share of 18% of total international trips (refer to <Table 3>). And also, from Korean side, Japanese tourists are the most dominant tourists, therefore, it is desirable to analyse the characteristics of Japanese tourists.

(1) Japanese Traveler Characteristics

According to a survey conducted by Hay Associates located in America for the purpose of investigating Japanese travelers to America in 1976, over four-fifths (81 per cent) of Japanese international travelers to non-USA intracontinental destinations(including Korea) were males. Japanese travelers to non-USA intracontinental destinations were considerably older (median age of 41) than overall international travelers. Over three-fourths (76 per cent) of Japanese intracontinental travelers were married and nearly half of them have the education backgrounds of high school level, which means less educated than overall international travelers. One-third of Japanese intracontinental travelers were self-employed, that is higher proportion than overall. The median income of Japanese intracontinental

〈Table 2〉 International Tourist Arrivals in Korea (unit; thousands)

	1966	1967	1968	1969	1970	1971	1972	1973	1974	1976	1977
Total	70.0	84.2	102.7	126.7	173.3	232.8	370.7	679.2	517.8	834.2	949.7
Increase Rate(%)		20.2	21.9	23.4	36.8	34.3	59.2	83.2	-23.8	61.1	13.8
United States	30.2	39.3	41.8	49.6	55.4	58.0	63.6	77.6	80.6	102.2	113.7
Japan	16.9	19.7	25.2	32.2	51.7	96.5	217.3	474.8	299.8	521.1	581.5
United Kingdom	1.1	1.5	1.9	2.6	2.7	3.0	3.7	5.0	5.3	8.9	9.9
Germany	1.1	1.1	1.4	1.9	2.4	2.4	2.8	3.9	4.2	8.0	9.0
Philippines	0.6	0.7	1.0	0.8	0.9	0.9	0.8	2.2	1.7	3.1	3.9
Switzerland	0.2	0.3	0.3	0.5	0.5	—	—	1.0	1.1	1.7	1.8
Sweden	0.3	0.3	0.4	0.4	0.5	—	—	0.6	0.7	1.4	2.2
Australia	0.3	0.5	0.8	0.9	1.1	1.2	1.5	2.0	2.1	3.2	4.8
France	0.3	0.3	0.5	0.6	1.0	1.2	1.2	1.6	1.6	3.9	5.3
Canada	0.5	0.6	0.8	0.9	1.5	1.3	1.9	3.2	3.1	4.9	5.5
Norway	0.1	0.1	0.3	0.1	0.1	—	—	—	—	—	—
Others	18.4	19.7	28.3	36.3	55.5	68.3	77.9	107.3	117.4	—	—

Sources: U.N., *Statistical Yearbook for Asia and the Pacific*, 1976.*U.N., *Statistical Yearbook*, 1978.

travelers is \$ 14,600, which is a little bit less than those of total Japanese international travelers. Most of Japanese intracontinental travelers (62%) could not speak or read

〈Table 3〉 Major Areas visited by Japanese International Travelers, 1976 Trips
*Multiple responses

World Tourists Destinations	Total International Trips
(Base)	(2,852,584)
U.S.A.	27%
U.S.A. Mainland	14
Hawaii	17
Guam	5
Europe	11
Africa	Less than 0.5
Middle East	1
Asia	53
Taiwan	18
Korea	18
Hong Kong	15
Oceania	1
Mexico & Central America	2
South America	1
Canada	4

Source: Hay Associates, *Japan, A Study of the International Travel Market*, U.S. Dept. of Commerce, 1978, p.8.

English, which were quite higher numbers than the number of total Japanese international travelers who could not speak English.

(2) Travel Pattern and Characteristics of Trips of Japanese International Travelers

One of most typical characteristics of Japanese international travel pattern was tour package travel. Half of Japanese intracontinental travelers were travelling with more than four-person travel party and the majority of the members of the party were business colleagues and friends. More than half(52%) of intracontinental travelers were travelling for the purpose of vacation. Major activities in which Japanese intracontinental travelers engaged were visiting places of significant historical interest, seeing beautiful scenery and experiencing a new culture. In contrast, they were rarely participated in winter sports and camping (refer to <Table 4>).

<Table 4> Characteristics of Trip, Japanese Intracontinental Travelers, 1976

Activities engaged in	Per cent*
Saw beautiful scenery	80
Experienced new culture	77
Learned new things helpful in business	68
Visited places of significant historical interest	91
Met interesting new people	52
Bought interesting gifts	61
Enjoyed an exciting night life/good restaurants/entertainment	59
Participated in warm weather sports	16
Experienced a bargain-priced vacation	53
Went comping	2
Participated in winter sports	2
Went snow skiing	1

*Multiple responses

Source: Hay Associates, *Japan, A Study of the International Travel Market*, U.S. Dept. of Commerce, 1978, p. 18.

III. Social Factors Affecting Recreation Demand and Recreation Participation Pattern

1. Causal Factors of Recreation Demand

A. Korea

(1) Population, Income, Leisure and Car Ownership

In United States, the factors-population, income, leisure and mobility are believed to be of major importance in explaining the rapid increase in the demand for outdoor

recreation, although no clear proof has yet been established that they are the only determinants of recreation participation. The long-term trends for these four factors are fairly steady whereas the comparable trends in use of various kinds of outdoor recreation areas are much more steeply upward (as shown in <Table 5>). The difference between these rates of increase and those of the presumed basic causal factors is probably highly significant in both a statistical and an economic sense. This approach attempts to determine which of the factors present in society are relevant in predicting future demands. Therefore, it is quite reasonable to review whether those four important causal factors of recreation demand in America are transferable to Korea. Due to the limited data for those factors, I replaced both factors such as total leisure and travel per capita with available proxy data-total working hour and car ownership. The long-term trends for those probable four factors in Korea are about as follows;

	Increase per decade	Annual increase
Population	18.8%(1915~1975)	1.78%(1915~1975)
Per capita income	389.9%(1966~1976)	17.56%(1966~1976)
Total working hour	35.2%(1967~1977)	1.21%(1967~1977)
Car ownership	466.0%(1946~1976)	19.45%(1968~1977)

<Table 5> Long-term Trends of Recreation Causal Factors and Use of Outdoor Recreation Areas in America

Causal Factors	Use of Recreation Areas
Population 15% (1900~1960)	National park system 127%(decade) 9%(annual)
Per capita income 19% (1900~1950)	National forests 204%(decade) 12%(annual)
Total leisure 20%(1900~1960)	State parks 108%(decade) 8%(annual)
Travel per capita 55% (1930~1960)	

Source: Marion Clawson and J.L. Knetsch, *Economics of Outdoor Recreation*, 1966, p. 122.

Unfortunately, the data on national park visitors in Korea are available to me only during the period of 1976~1980, which is not well representing typical national park visits because they include the years of unstable political situations in Korea and also do not coincide with the years collecting data on the factors. During the periods of 1976~1980, the average increasing rate of national park visitors is 8.9% annually as shown in <Table 6>, which means that annual increase rate of national park visitors is slower than those of income and car ownership.

〈Table 6〉 National Park Visitors in Korea

Year				Number of visitors	Annual increase rate
1	9	7	6	6,825,960	
1	9	7	7	8,627,887	26.39%
1	9	7	8	9,621,611	11.52
1	9	7	9	8,938,180	-7.1
1	9	8	0	9,376,435	4.9

Source: Korean Ministry of Construction

Judging from the limited data on Korean recreation demand factors, several possible interpretations on the relationship of causal factors with recreation demand can be drawn as follows; 1) population, per capita income and car ownership might be possible causal factors of the increase in recreation demand in Korea, and 2) more investigations should be made to conclude whether leisure hour has affected the national park visit because two possible interpretations on the slow growth rate of national park visitors can be made, that is, the one is due to the increase of working hours, the other is due to the political unrest during those periods in Korea, and 3) the ratio of national park visitors to total population in Korea is quite higher than those of United States. The ratio of national visitors to total population in Korea was 23.68 % in 1977 while those in United States was 2.83% in 1942 which is the equivalent year to 1978 of Korea in terms of income and urbanization ratio. If we look at the ratio of national park visitors to total population in Japan, the ratio is quite higher than Korea and has been rapidly increased during the period of 1950~1973 as shown in 〈Table 7〉.

〈Table 7〉 National Park Visitors in Japan

Year				Number of National Park Visitors	Annual Increase Rate of Visitors	Ratio of Visitor to Total Popul.
1	9	5	0	21,790 thousand		26.19%
1	9	5	5	47,160	23.3%	52.82
1	9	6	0	90,160	18.2	96.51
1	9	6	5	189,260	21.9	192.58
1	9	7	0	284,570	10.1	274.36
1	9	7	3	338,090	6.3	309.88

Source: Japanese Leisure Development Center, *Leisure Handbook*, 1977.

Why are the ratios of national park visitors to total population in Japan and Korea are quite higher than those in United States ? It seems that there are some other possible factors influencing the national park visits in addition to four important causal factors. More investigations should be made to find out the other possible factors. I guess the

higher ratios of Japan and Korea might be due to the fact that national park visit is cheaper and easier in both countries than in America because most of national parks are located in short-distance area comparing to America, and there are greater need to visit national parks in Japan and Korea in that most of people want to escape from highly crowded daily life.

(2) Occupation, Urbanization and Education

Occupation, urbanization and education are the factors which are more related to the recreational taste, and they can also be combined with age, income and other relevant factors to explain the recreation participation pattern.

Neil Cheek Jr. has demonstrated in his paper that the adult population of the United States is differentiated with respect to going to park and such differences appear to be associated with similarities and differences among adults with respect to social class, education, social age and residence(Cheek, 1976). William Burch has also suggested that there is a significant difference between occupational status and style of camping, and occupational culture offer considerable variation from the gross trends of national culture(Burch, 1970). There are, of course, several other studies which has indicated that there is significant relationships of three factors-occupation, urbanization and education with recreation behavior and pattern.

In fact, there is no such kinds of recreation studies that prove the significant relationships of three factors with recreation pattern in Korea. But it can be assumed that there is high probability in having the significant relationships of three factors-occupation, urbanization and education with recreation pattern in Korea in view of several survey results.

One survey of recreation activities conducted in 1978 has indicated that there were some differences in recreation participation rates between rural and urban in Korea as shown in <Tabel 8>.

Another survey of leisure use conducted in 1976 has shown that there were differences

<Table 8> Recreation Participation Rate in Korea (1978)

	Total	Urban		Rural
		Large City	Small City	
Participation rate	48 %	53%	49%	43%
One day recreation	53.2%	49%	53%	56%
More than one overnight	46.8%	51%	47%	44%

Source: Korean Development Association, *Recreation Activities Survey in Seoul Metropolitan Region*, Korea, 1978.

in leisure use between occupations in Korea as shown in <Table 9>. The participation rates of businessman and professionals are higher than those of office workers and farmers in watching sports, and higher proportion of businessman, office workers and small business owners are participated in mountain climbing and fishing than farmers and laborers. Those kinds of surveys lend the support for the high probability in significant relationships of two factors-occupation and urbanization with recreation taste in Korea.

<Table 9> Leisure Use Pattern by Occupations, Korea

	Business- man	Profes- sional	Small Business owner	Office worker	Farmer	Laborer
Spend at home	70%	56.52%	67.69%	68.94%	81.46%	65%
Indoor game	0	3.26	2.05	0.93	0.69	4
Movie or theater	0	6.52	3.07	7.45	2.44	12
Sports	0	1.08	1.53	3.10	1.39	1
Watching sports	10	3.26	1.53	0.62	1.04	3
Mountain climbing or fishing	15	9.78	11.78	10.24	6.29	6
Walking	0	3.26	4.10	2.48	1.39	1
Going to recreation area	0	2.17	2.05	0.93	0	6
Shopping	0	1.08	0.51	1.55	0	1
Visiting friends	0	6.52	2.05	1.86	3.14	1
Participating ceremony or other events	5	3.26	3.07	1.24	0.69	0
Others	0	3.26	1.02	0.31	1.40	0

Source: Yong ho Park, *National Recreation Survey*, 1976.

B. Bomun Area

In fact, recreation demand of Bomun recreation area in Korea is generated by three groups of recreationists such as foreign tourists, long-distance domestic travelers and day recreationists from short-distance areas. Since its opening, the total number of foreign tourists who have visited Bomun recreation area is 228,000 which is 4.91 % of total number of tourists during past three years. In contrast to foreign tourists, the total number of domestic tourists to Bomun recreation area amounts to 4,420,000 sharing 95.09 % of total number of tourists since its opening (refer to <Table 10>).

If we assume that most of long-distance domestic tourists will stay at the hotels located in Bomun recreation area, the number of long-distance domestic tourists can be estimated approximately as follows;

Total number of rooms (two hotels and one condominium): 704 rooms

Average number of guests per room: 2 persons

Total number of guests per day (assuming 100 % occupancy): 1,408 guests

Total number of guests for three years: 1,541,760 (assuming 100 % occupancy)

Total number of guests for three years: 925,056 (assuming maximum 60% occupancy)

It seems reasonable to assume the maximum occupancy rate of 60% because it was recently turned out that hotels and condominiums had a deficit amounting to 10 million dollars annually after its opening. If we take into consideration of the fact that some of long-distance domestic tourists would stay at other accommodation facilities located at Kyongju, nearby historical town, it is better to estimate the range of total number of long-distance tourists from 900,000 to 1,500,000 roughly.

〈Table 10〉 Number of Tourists in Bomun Recreation Area (thousands)

Year				Domestic	Foreign	Total
1	9	7	9	1,085(94.8%)	59(5.2%)	1,144
1	9	8	0	1,542(95.5%)	72(4.5%)	1,614
1	9	8	1	1,793(94.9%)	97(5.1%)	1,890
Total				4,420(95.1%)	228(4.9%)	4,648

Source: Korean International Tourism Corporation

From rough calculations of domestic visitors, it can be judged that among domestic tourists, majority of them are day recreationists from short-distance area. The composition of three groups of recreationists in Bomun recreation area indicates that the recreation demand of Bomun area is more influenced by day recreationists from short-distance area rather than foreign and long-distance domestic tourists. I guess the composition ratio of three groups will more or less continue in the future if there is no dramatic change in attractions of Bomun recreation area because the area seems to have no great attractions to be able to compensate for the gravity principles of recreation demand within day recreationist's catchment area located at commuting distance from Bomun recreation area, and 64.7% of total population is rural population which means that most of catchment area comprises rural area. In general, rural area is characterized by slow population growth, lower income and lower car ownership comparing to urban area, and also leisure hour in rural area is more flexible than urban area in Korea. If we assume that population, income, leisure and mobility are the major influencing factors on recreation demands, it is expected that the increasing rate in recreation demand for Bomun area will be flattened out in the near future because Bomun recreation area is rural based recreation area.

2. Some Possible Determination Factors of Recreation Pattern

A. Korea

(1) Cultural Differences and Cultural Barrier in Recreation Participation of Foreign Tourists

As shown in <Table 2>, more than half of foreign tourists are Japanese and about 10 per cent of foreign tourists are American in Korea. Therefore, more focus will be directed to Japanese and American tourists.

In general, cultural differences might be caused by the cultural variations in time conceptions due to the different development period between Korea and Japan and Western countries, which means that Korea is now in the stage of industrial society while Japan and Western countries are in the stage of post-industrial society. For example, working hours per week in Korea are more than 54 hours while those in Western countries and Japan are less than 40 hours. Therefore, Saturday means working day in Korea whereas it means holiday in Western countries. Most of people in America and Western countries can have two day recreation activities while most of Korean can have only one day recreation activities on weekend, which will result in limitations on the range of recreation activities and recreation places.

With regard to Japanese tourists, I think there is less possibility of cultural barrier in recreation participation because the large portion of their culture was originated from Korea. But there is some possibility of status group barrier in participation of certain recreation activities such as golf because most of Japanese tourists travelling Korea are not high class people in terms of income and education comparing to Japanese international tourists to other areas as shown in the survey by Hay Associates (Hay Associates, 1978). In fact, many low class Japanese have visited Korea during past 10 years because it is cheaper to spend holidays in Korea than in famous recreation areas in Japan in terms of entertainment and hotel charges.

In contrast to Japanese tourists, many American tourists visiting Korea can be regarded as the leisure class in that they can afford to spend a lot of money in travelling foreign countries. Therefore, they might have their own leisure class culture. Their high class status might enforce status group barriers that internally refrain status group members from emulating other status group life styles and leisure activities. Sailing, golf and canoeing are the kinds of recreation activities which can attract American tourists judging from United States nationwide test of status group dynamic approach to outdoor recreation demand conducted by West (West, 1979). American tourists might be reluctant to participate in popular recreation activities among Korean due to the status group barrier except

when they are stimulated by strong curiosity for unique recreation activities.

(2) Cultural and Occupational Differences between Rural and Urban

In Korea, urban community consists of more diverse mixture of people with various income, education and occupation while rural community is relatively homogeneous in terms of income, education and occupation. Therefore, it can be assumed that status diffusion in recreation activities across status group and the influence of social structures on leisure behavior are stronger in urban area than in rural area. And the traditional culture in rural area might also exert deterrent influence on status diffusion and social structure effects in rural area.

One of typical recreation pattern in Korea is group recreation and tourism mostly generated by 「Gye」, which is a kind of informal monthly deposit organization to make travel fund for the group members. This kind of group tourism is more prevalent in rural area than in urban area in Korea, and also makes contributions to boosting up recreation participation in rural area which results in almost the same levels of recreation participation rate in rural area as those in urban area.

Most of people in rural area are farmers or have the occupations related with agriculture while urban people have a varieties of occupations. Therefore, occupational culture of farmers might strongly influence on the recreation behavior of rural residents whereas the recreation behaviors of urban residents might be affected by diverse occupational cultures depending on their occupation. As a result of the influence of occupational culture, the recreation activities in which rural people participate are limited to few types which means far more monotonous comparing to the recreation activities of urban people.

It seems that the preferences of rural people for the recreation area are quite different from those of urban people. Rural people seem to have the preferences for urban type recreation area equipped with many recreation facilities such as Merry-go-round and Disneyland type facilities. In contrast to rural people, urban people seem to prefer to go to the natural area to escape from the complex and distressed urban life. In Korea, there are several recreational areas equipped with zoo and various play apparatus, Changyongwon and Children's Park in Seoul and Yongin recreation area. Those recreation areas are quite popular among the rural people rather than the urban people, even if they are located in urban area or near to urban area.

(3) Social Structure Effects on Recreation Participation

In urban areas, there are many apartment complexes which accommodate many popula-

tions ranging from several thousands to hundred thousands people in Korea. The apartment residents are more sensitive to visibility and more influenced by conspicuous consumption and pecuniary emulation according to Veblen's Theory in contrast to non-apartment residents in urban area because each apartment complex has one or two shopping centers and the residents are easy to meet a lot of other apartment residents at shopping centers and on streets. In Korea, one evidence of conspicuous consumption pattern of apartment residents can be drawn from the fact that high class shopping centers are gradually moved to the apartment complex and expensive commodities can be found at shopping centers located in apartment complexes.

The majority of apartment residents are middle-class and high-class people but some of working-class people live in a middle-class apartment complex. The working-class people in middle-class apartment complexes are always stimulated by a conspicuous consumption and leisure of middle and high class people. Therefore, they tend to participate in recreation activities such as picnicking and sightseeing more frequently than working-class persons in a working-class community.

(4) Personal Community Hypothesis

Personal community hypothesis will strongly affect the nature of leisure activity in Korea because there are stronger interpersonal relationships among the people and Korean people regard the interpersonal relationship as the very important factor in social life.

Several contributing factors to personal community hypothesis can be found in group recreation activities arranged mostly by the offices and companies, and informal organizations such as alumni organization and hometown organization. It is quite popular for the offices and companies to have seasonal picnics altogether as a part of strategies to improve the friendships among the employees, therefore, it will contribute to the creation of occupational milieu influencing leisure activity. Alumni organization and hometown organization are quite influential in determining the circle of close friends in Korea and will also contribute to shaping the nature of one's leisure style because a lot of recreation activities have arranged by such organizations and many people are used to involve in recreation activities through such organizations.

Another example of personal community hypothesis can be illustrated by golf. Golf is regarded as the high class recreation activity in Korea. Therefore, it seems to be a kind of necessary recreation for high class society in Korea. If any professor has several intimate friends who are top executives of large company or business, he is used to play golf

while other professors who don't have any friends who are the members of golf club don't know how to play golf. In this case, personal community hypothesis seems to influence professor's participation in golf.

(5) Status Group Dynamics Theory

I guess it is quite transferable to Korea in certain recreation activities. In fact, there is no enough data to prove whether it is applicable to Korea. But there are two indications of the possibility in transferring the status group dynamics theory to recreation activities in Korea.

(A) Status group barriers for golf

Golf is regarded as the most expensive and luxurious recreation in Korea because golf is available only to the wealthy people due to various limiting factors; 1) most of golf courses are open only to the members of golfer club which consists of the wealthy people who can afford expensive user charge and admission fee, and 2) most of golfers have their own cars and chauffeurs whereas most of middle class people in Korea don't have their own cars. Most of golf courses are located far away from public transportation route, therefore, it is very hard to get to the golf course without private cars. Because golf has a strong image of luxurious recreation, a majority of middle or lower class people have the resistant feelings to golfers and have a tendency to regard the golf as the wasteful and condemnable recreation. This kind of atmosphere has brought status group barriers in golf by preventing downward diffusion.

(B) Status-based diffusion pattern for tennis

Before 1970, tennis was regarded as one of high class recreation activities in Korea. At that time, a limited number of people in the high class have participated in tennis, and a membership of tennis club was known to be a symbol of the high class status, which was organized only by highly selected high class people. During the past 10 years, status-based diffusion for tennis has been spreading across strata and resulted in rapid growth of participation rate in tennis. It is quite reasonable to judge that Veblenian theory has also greatly contributed to spreading tennis across strata in that many people have a tendency to display their tennis uniforms and rackets on the street and to buy very expensive tennis racket such as Head Brand even if they can't play tennis very well. Up to now, it has never been found any indications of status-based withdrawal for tennis and it is now in growing trend in Korea.

(6) Influence of Korean Tradition on Recreation Behavior

Some of the Korean traditions or customs have influenced on the recreation activities and recreation behaviors in Korea. Nowadays, the influence of Korean tradition has lessened gradually as the Western culture has been introduced and prevailed rapidly in Korea by the mass communication media. But there are several traditional factors preventing transformation of unique recreation behaviors and activities from the influence of Western culture.

One of traditional influence is originated from the Confucian philosophy which had prevailed in Korea for 500 years from 1409 to 1900. According to Confucian philosophy, the younger should respect for the elder and the offspring should respect for the parent and the ancestors. This kind of philosophy among Korean people has generated the unique recreation pattern which is called the respect tour. If any son or daughter became independent economically, he or she should arrange the tour for the parents as an indication of the respect for them. Most of the tour of the elderly are arranged by the respect tour in Korea. The influence of Korean custom related with Confucian philosophy can be found in the recreation behaviors of Korean people. One of typical recreation behaviors in picnicking is singing and drinking in Korea. I think this kind of behavior is also originated from Korean custom that only low class people are participated in active recreation and singing and drinking are a kind of typical recreation behaviors prevailed among high class people in old days. Therefore, most of Korean people are used to drink and sing a song in picnicking because they want to behave like high class people in traditional sense. This kind of feature might be associated with status group dynamics theory in different aspects.

B. Bomun Area

(1) Foreign Tourists

For the foreign tourists, Bomun lakeside recreation area is not the tourist destination point because it does not provide much attractions to foreign tourists in view of recreation environment and facilities. Most of foreign visitors to Bomun recreation area are attracted by the most famous historical area, Kyongju and visit Bomun area only for the purpose of staying at hotel which has relatively high quality rather than for the purpose of enjoying Bomun recreation area.

If we look at what kinds of motivations lead the foreign tourists to visit historical area, Kyongju, it is quite reasonable to judge that most of foreign tourists in this area visit there for interest in foreign parts especially in places having important historical and cultural associations. It means that most of foreign tourists in Bomun recreation area have

a strong desire and curiosity in foreign parts that is unique and different from what they are used to see and experience in other countries or in their own countries.

I don't have any data on the origination countries of foreign tourists visiting Bomun recreation area. But I would imagine Japanese tourists might share the large portion of foreign tourists in light of the proportion of them in total foreign tourists visiting Korea. As I mentioned about general recreation patterns of foreign tourists in Korea, Japanese tourists visiting Bomun recreation area might have status group barrier in certain high class recreation activities.

I cannot find any indication that American tourists visiting Bomun recreation area have different recreation tastes and behaviors comparing to other American tourists visiting other recreation areas in Korea. Therefore, American tourists visiting Bomun recreation area might have high class status culture which will refrain them from participating in low class recreation activities.

(2) Domestic Tourists

As shown in estimated data concerning the composition of domestic recreationists in Bomun recreation area, short-distance day recreationists occupy the major proportion of total recreationists visiting Bomun recreation area. Therefore, it is better to focus on the recreation pattern and behavior of day recreationists to explain the possible determination factors of recreation patterns in Bomun recreation area. Most of day recreationists in Bomun area come from small towns such as Kyongju and Pohang or rural areas within commuting distance. Therefore, it is expected that most of day recreationists have strong occupational culture of farmers and strong influence of personal community because their occupations are farming or occupations closely related with farming and interpersonal relationship is much stronger in rural community than in urban community in Korea. I think status group dynamics is not so influential in rural community itself but if they are exposed to urban people or urban community particularly Seoul or Pusan, status group dynamics will affect their recreation participation pattern. For example, status group barrier will prevent them from participating in golf and status group diffusion will be generated in tennis. And also I think there is some possibility of status group dynamics among three groups—foreign tourists, long-distance domestic tourists and short-distance day recreationists.

IV. Future Recreation Pattern in Korea Judging from American Experience

1. Overall Recreation Participation

In order to predict future changes in overall recreation participation in Korea in view of American experience, it is better to review and compare the basic causal factors influencing recreation demand between two countries. If we compare Korea with America in terms of income, car ownership and urbanization which are among the major factors influencing recreation demand, it is found that income and urbanization are the factors to be comparable in leading to the crude judgment about the different stage of development between two countries. But car ownership is not a suitable variable to compare between two countries to interpret the different stage of development. Judging from the per capita income and ratio of urban population, the year of 1978 in Korea is about the same as the year of 1942 in United States as shown in following data;

	Per capita income	Ratio of urban population
Korea	\$ 1, 187(1978)	50. 9%(1975)
United States	\$ 1, 171(1942)	56. 5%(1940)

On the contrary, car ownership is not companioned between Korea and America in that U.S. percentage of families owning automobiles in 1948 is 54% while Korean percentage in 1977 is 1.86%. If we compare the weekly working hour as a proxy indicator for leisure hour between Korea and United States, there is such great differences between two countries that Korean working hour in 1977 is 54 hours while those of America in 1942 is 43.1 hours and the trends of working hour are quite opposite each other, which means that Korean trend is increasing whereas American trend is decreasing in weekly working hours. From the comparisons of four important causal factors of recreation demand, it can be concluded that there will be some limitations in predicting future recreation demand of Korea in view of American experience because there are great differences between Korea and America in terms of car ownership and leisure hour. Even if there are some limitations in transferring the American recreation trends and patterns to Korea, some implications can be drawn from American experiences in recreation demands. I think it is more useful to investigate the implications of the relationships between income and recreation demand and between urbanization and recreation demand because income and urbanization seem

to be common denominator in explaining recreation demands for both Korea and America.

With respect to the relationship of income with recreation demand in United States, it is found that generally, those with higher family incomes participate in all activities much more fully than those with less income. The difference is more marked in activities such as boating, camping and horseback riding, which require mobility, equipment or expense than in the case of walking for pleasure or fishing, which may be carried on at almost no expense (Kraus, 1971). Participation rates for activities such as pleasure driving, attending sports events, picnicking and camping increase with increases in income at the lower levels, but then flatten out or decline for higher than average incomes. Some activities such as walking for pleasure, fishing and hunting have a neutral relationship to income. While activities such as playing games, swimming, sightseeing and motorboating have a curvilinear relationship between participation rates and increasing income levels (Cheek & Burch, 1976). If we assume this kind of recreation pattern can be transferable to Korea, it can be hypothesized that the recreation demands for pleasure driving, attending sports events, picnicking and camping will be increased in Korea because average income is predicted to be 3,893 dollars in 1991, which is the equivalent to the lower income class in America. But, of course, further study should be made to test the hypothesis in Korea.

According to the ORRRC Survey in America, it was found that there is close relationship of outdoor recreation activity participation with urbanization as follows (ORRRC Report 19); 1) the more highly urbanized areas show the lowest participation in outdoor recreation activities conducted in the nonurban environment such as fishing, camping, hunting and hiking, and 2) the more highly urbanized areas show the highest proportion of outdoor activities usually conducted in or near the urban environment such as walking for pleasure, attending outdoor concerts and attending outdoor sports event, and 3) there are mixed patterns of activity for the urbanized and nonurbanized areas, respectively, for those outdoor recreation activities conducted both within the urban and nonurban environment. Based on my observations of recreation participation pattern in Korea, it seems that the more highly urbanized areas in Korea show the highest participation in outdoor recreation activities conducted in the nonurban environment. Therefore, it is skeptical in transferring the relationship of outdoor recreation activity participation with urbanization in America to Korea.

2. Recreation Activities

In predicting future recreation pattern, it is needed to think about what kinds of new recreation activities will emerge in the future. In developing countries, a number of people tend to imitate and adopt the recreation activities which are popular in developed countries. Therefore, it is reasonable to predict new recreation activities in developing countries in view of those of developed countries. To predict the possible new recreation activities in Korea, first of all, it is better to investigate recreation activities which have never been introduced or not well recognized in Korea. From my observations of recreation activities in United States, following recreation activities are the kinds of recreation activities which have never introduced or not well recognized in Korea; (1) Waterskiing, (2) Canoeing, (3) Bird watching, (4) Taking nature walks, (5) Snow mobiling, (6) Cross-country skiing, and (7) Boardskating. Among the new recreation activities to Korea, snowmobiling and cross-country skiing have some geographical limitations in having popularity because we don't have enough snow to be able to have snowmobiling and cross-country skiing except few limited areas which are mostly steep mountainous areas in Korea. Waterskiing and canoeing are highly prospective recreation activities in Korea because about two thirds of Korea is surrounded by the sea and many reservoirs and lakes are scattered around the country. Bird watching and taking nature walks will be greatly dependent upon the environmental awareness of the people in Korea. Recently, many cases of environmental deteriorations have raised the necessities of environmental conservation in Korea. It seems that environmental awareness of the people in Korea is now growing and, as a result, bird watching and nature walks will prevail into the environmental groups which will be formed in the future.

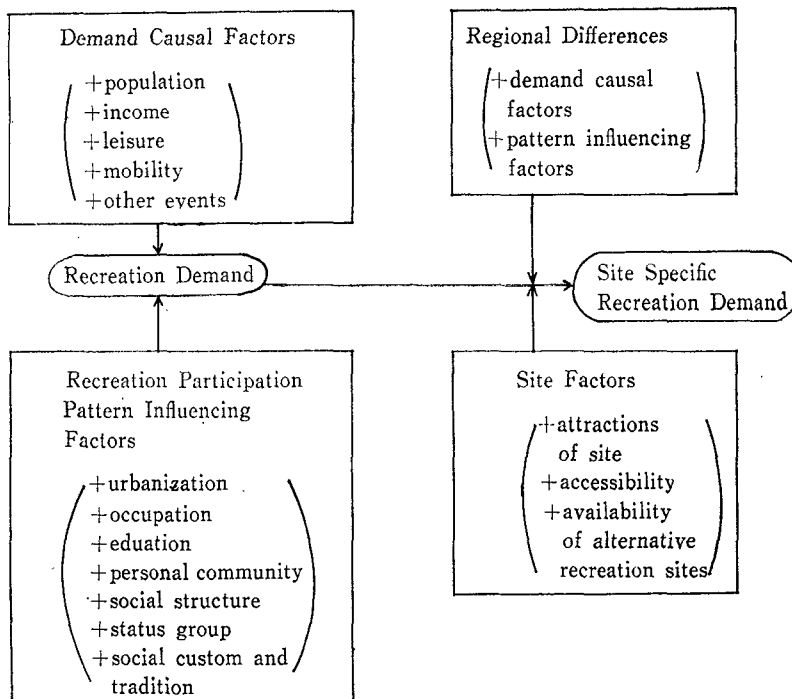
V. Influencing Factors on Recreation Demand for Bomun Recreation Area

1. Conceptual Framework

As reviewed in previous chapters, a number of factors influence recreation demands in general. But when we consider the site specific recreation demand, site factors such as attractions of the site and regional differences in recreation demands should be included in the list of the influencing factors. For the description of influencing factors on recreation demand for Bomun lakeside recreation area, a hypothetical conceptual framework will be suggested as following (Diagram 1). Recreation demand at national level is influenced by

recreation demand causal factors and recreation participation pattern influencing factors. We cannot assume that recreation demand and recreation participation pattern at regional or site level are the same as those at national level. In order to apply recreation demand at national level to regional or site level, regional differences in both demand causal factors and influencing factors on recreation pattern should be investigated, and site factors such as attractions of the site and accessibility should be taken into account.

Demand causal factors and recreation pattern influencing factors are already discussed in previous chapters, therefore, site factors and regional differences concerning demand factors will be reviewed in this chapter.



〈Diagram 1〉 Conceptual Framework of Influencing Factors on Recreation Demand for Bomun Recreation Area

2. Attractions of the Area

Attractions and amenities are the very basis of tourism because the tourist will not be motivated to go to a particular place unless these are present in the area. Peters has drawn up an inventory of the various attractions which are of significance in tourism (Peters, 1969). If we review the attractions of Bomun recreation area (excluding the attractions of Kyongju) according to the Peters inventory, it is found that Bomun recreation area has very weak attractions as follows;

Inventory of Tourist Attractions	Yes	Neutral	No
1. Cultural			
+Sites and areas of archaeological interest			×
+Historical buildings and monuments			×
+Places of historial significance		×	
+Museums		×	
+Modern culture			×
+Political and educational institution			×
+Religion			×
2. Tradition			
+National festivals			×
+Arts and handicrafts		×	
+Music			×
+Folklore			×
+Native life and customs			×
3. Scenic			
+Outstanding panoramas & areas of natural beauty			×
+National parks			×
+Wildlife			×
+Flora and fauna			×
+Beach resorts			×
+Mountain resorts		×	
4. Entertainment			
+Participation and viewing sports			×
+Amusement and recreation parks			×
+Zoos and oceanarium			×
+Cinemas and theaters			×
+Night-life			×
+Cuisine			×
5. Other attractions			
+Climate			×
+Health resorts or spas			×
+Unique attractions not available elsewhere			×

Even if it is judged by my own observations of Bomun area, any single item among 27 inventory items has never got positive attractions and only four items seem to be difficult to judge whether it has positive attractions or negative. Therefore, it can be concluded that Bomun area is not attractive tourist area and it is doubtful to expect that great recreation demand will be generated by the site factors of Bomun area.

3. Regional Differences in Recreation Demand Factors

In Bomun recreation area, there are three major recreationist groups—foreign tourists, long-distance domestic tourists and short-distance day recreationists. From previous discussions about the influencing factors on recreation demand, regional differences peculiar to Bomun area can be hypothesized as follows; (1) there will be possible effects of status group dynamics between three groups of tourists such as foreign tourists, long-distance domestic tourists and short-distance day recreationists, and (2) if it is assumed that no great change will be made in recreation facilities in Bomun area, the effects of occupation culture, particularly farming culture will be influential in recreation participation behavior in Bomun recreation area, and (3) group tourists or recreationists will share a large portion of total recreationists in Bomun recreation area.

(1) Effects of Status Group Dynamics

Possible effects of status group dynamics among three groups can be illustrated as following table;

	Foreign tourists	Long-distance	Short-distance
High class	→ → →		
Middle class	→ → →		
Low class	↓		

→ ; Direction of diffusion ||||| ; Barrier

I guess some of recreation activities of high class foreign tourists will be diffused into high class or middle class long-distance domestic tourists and high class short-distance day recreationists. Certain recreation activities of high class domestic tourists will also diffused into high class or middle class short-distance day recreationists. It can also be hypothesized that status group barrier will be effective between low class day recreationists and high class foreign and domestic tourists.

(2) Effects of Occupational Culture

The crude estimation of recreationists in Bomun recreation area suggests that a large proportion of recreationists are day recreationists and most of them come from rural area. One recreation survey in Korea indicates that there are possible differences in leisure use between occupations. Particularly in Korea, rural area has strong tradition and interpersonal relationships, and daily life is closely combined with farming activities because rural village is surrounded by its farmland. Therefore, it can be hypothesized that the effects of occupational culture will be influential in recreation participation pattern in

Bomun recreation area.

(3) Group Tourists

One of typical recreation patterns in Korea is group tourism arranged by 「Gye」 or informal organizations. Most of group tourists prefer to visit Kyongju because it is the most famous historical area in Korea. I guess most of group tourists will visit Bomun area on the way to Kyongju in that Bomun area is near to Kyongju. In addition, most of Japanese tourists who have occupied the majority of foreign tourists in Bomun area are found to be group tourists according to a survey of Japanese international travelers. Therefore, tentative hypothesis can be drawn that higher proportion of total recreationists in Bomun area will be group tourists comparing to other recreation areas in Korea.

VI. Conclusion

This paper suggests several areas of investigations for influencing factors of recreation demand in Bomun recreation area based on crude judgment of recreation activities in Korea. Unavailability of informations concerning recreation demands and patterns in Korea forces me to develop hypothetical descriptions of influencing factors of recreation demand in Bomun area. Further extensive study should be made to test the hypothetical descriptions of influencing factors and to redirect the focus of investigation leading to thorough analysis of recreation demands in Bomun recreation area.

It is foreseen that two great influencing factors will change dramatically future recreation demands in Bomun area. The one is 1988 summer Olympic Game scheduled to be held in Korea and the other is the fact that Korean government is planning to add more recreation facilities such as arboretum, archery, safari, aquarium and horseback riding area. It is known that world events such as Olympic game and World Fair have boosted up tourism in host countries and have continued increased level of tourism after the events. Therefore, it is expected that Olympic game will result in great increase of foreign tourists in Korea and will contribute to great change of recreation demand of Bomun recreation area.

Direct impact on the recreation demand will result from the proposed addition of more recreation facilities in Bomun area in light of the fact that the supply of recreation opportunities is known to be one of major influencing factors on recreation demand.

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